

# RiceAdvice Lite Digital Advisory for Rice



Empowering Rice Farmers with RiceAdvice Lite

Android or web-based decision support tool - RiceAdvice Lite provides field-specific recommendations on optimal sowing window and fertilizer management, and other good agricultural practices for irrigated and rainfed lowland rice.



**Excellence in Agronomy**  
Ali Ibrahim

This technology is **pre-validated**.
 
 Scaling readiness: idea maturity: 8/9; level of use: 7/9

IP  
Unknown

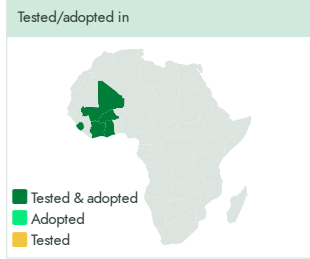
- ### Problem
- Fertilizer misuse
  - Suboptimal rice management
  - Impact on productivity and sustainability
  - Risk to millions of people's food security

- ### Solution
- Site-specific fertilizer recommendations
  - Optimal planting times

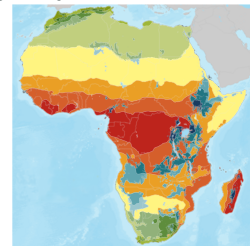
Commodities  
Rice

Sustainable Development Goals

Categories  
Production, Digital applications, Advisory and information service, Yield improvement



Where it can be used  
This technology can be used in the colored agro-ecological zones.



Target groups  
Development institutions, Farmers, Governments

## Key points to design your business plan

To use this technology,

- Download and Install: Access the RiceAdvice Lite app from Google Play (<https://play.google.com/store/apps/details?id=com.cocapacity.riceadvice-lite>) on your smartphone or tablet. You can also use Web App (<https://lite.riceadvice.info/seekadvice>).
- Consider the cost of using the tool, including training, android phone, and data expenses.
- Estimate profit.

Gender assessment 3

Climate impact 1

